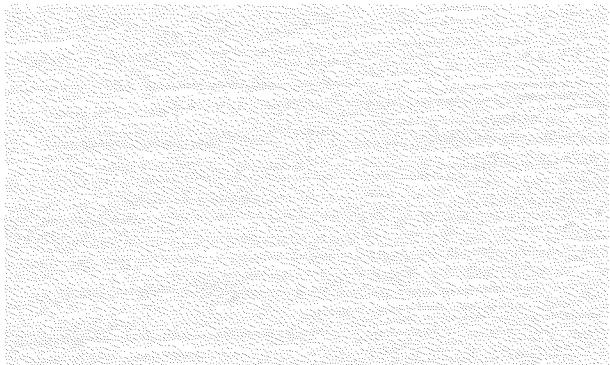


**To:** Smith, Paula[Smith.Paula@epa.gov]; Mylott, Richard[Mylott.Richard@epa.gov]; McClain-Vanderpool, Lisa[Mcclain-Vanderpool.Lisa@epa.gov]; Card, Joan[Card.Joan@epa.gov]; Williams, Caroline[Williams.Caroline@epa.gov]; Davis, Tim[Davis.Tim@epa.gov]; Dew, Wendy[Dew.Wendy@epa.gov]; Trulove, Whitney[Trulove.Whitney@epa.gov]  
**From:** Jenkins, Laura Flynn  
**Sent:** Tue 8/11/2015 4:05:26 PM  
**Subject:** Notes from 9:00 am EPA Media Call



Here are the notes from this morning's call with EPA media folks. Let me know if you have any questions or need any clarifications on anything.

Regards,

Laura Jenkins

Media Officer

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**Gold King Mine daily press check in**

Scheduled: Tuesday, Aug 11, 2015 from 9:00 AM to 9:30 AM (MT)

Location: **Nonresponsive Conference Code**

**9 am (MT)-Comms call Agenda:**

1. Top line messages of the day

Governor Hickenloper is in Durango. Shaun needs talking points for meeting today. Date sent out last night was old so we're trying to get newer data. New data from August 7, 8, and 9; toxicologist is going through now and working on interpretative language. Will change narrative from old language to new data. Locals want river reopened based on old data but there is new data.

There will be one response number for all but it's not available yet. Melissa will track down David Ostrander for an update.

Region 6 has more assets on the ground and is going door to door with the state sampling. They have background data sets before plume hit from intakes of 5 DW systems as background samples. R6 took over distribution of water for livestock in San Juan County, NM, be sure to be clear that this is NOT San Juan County, CO...it's NM.

Melissa wants updates from everyone by 11:00 MST and will turn it around by noon for 1:00 pm calls onward.

Jennifer in EOC, there have been some problems with data conversions so data points needs to go through Environmental Unit. Data is being sent to Dana Tulis but not reaching Region 8, per instructions sent out yesterday. R6 was told to send to Dana Tulis and George Hull but also needs to go to Jennifer in EOC.

Kelly and David will get paragraphs to Melissa by 11:00

2. Establish agenda for afternoon press call/identify talkers/possible questions

- **Length of the plume** - Can we answer how far the plume has traveled?

RAs want to make the move to OSCs. David cannot make that call today but can do it tomorrow. Ron will participate today.

Jerrod is available and Kelly thinks he can cover the call. He's flying into Farmington Wednesday night and will be there all day Thursday.

Ron Curry flying in and will be there through Friday.

Telemundo called. Do we have any Spanish language press officers that could speak to reporters and do interviews? Route requests for press inquiries to Melissa. Melissa needs to figure out whether Shaun can do these right now.

Today we will stay with the RAs on the Press Call but try and transfer to OSCs tomorrow.

Goal is to send daily Press Release by 3:00 pm instead of waiting until night to send.

3. Old data/New data? Who has lead on explainer language, establish deadline for review and approval chain

- **Aug. 5 data** - When will we have language to be able to provide context to the Aug. 5 data so we can put it on the website? There is still no explanation posted to say what the numbers

mean.

**Aug. 7/8 data** – Is the data ready? And when will we have language to be able to provide context to that data so we can post it?

#### 4. Website update

**Website** - we are working with the regions to build a HQ home page about the situation. This should become the main page that we point everyone to rather than the [epa.gov/region8](http://epa.gov/region8) site. It will be better organized than what is currently there. We would like this to go live tomorrow. The URL for this site when published will be [www.epa.gov/goldkingmine](http://www.epa.gov/goldkingmine). We'll need to put a link on the [osc.org](http://osc.org) site telling people to go to this site once it's launched. The OSCs can use the private side of [osc.org](http://osc.org) for their purposes of communicating with first responders.

Danny: We have a website with contact from OSC.org and R8 original page. It's been reviewed by George and now with OGC for review. George has some edits. It's a living thing so we can go live and edit as needed. We need to send people to a good solid best thinking of the agency. The longer we go the worse this is for us. As soon as OGC signs off we need to go live. David Ostrander will review everything as the Area Commander. Right now links to all other of our sites have been cut so we need something live.

First set of data has no language describing what numbers means and what health and environmental impacts means.

Last night 3 paragraphs of explanation has been drafted and routed for review and we need that to go out in today's statement. There is also a larger a Q & A out there that we will share.

Every day's update should include:

Status of plume and what we know about it

Status of water quality and what we know about it

Response to Reporter's questions

Christie is with toxicologist right now and working on narrative.

Can we use talking points to craft responses to press inquiries? Melissa: Hoping to have talking points done by noon. We have lots of incoming and haven't been able to address press questions. She will coordinate with JIC on how we're going to respond.

Danny: Re: process by which we post to web. In the past, everything flows through PIO. What is our posting process in this particular post?

David: Have you reviewed crisis communication plan?

Danny: Yes, I have but I want to make sure everyone is on the same page.

Jennifer: Send web posts and social media to Jennifer and she'll pass along for posting, especially Liz. Jennifer and Melissa will review everything. Jennifer will give to ???? for final posting. Copy Christie St. Clair on emails to Jennifer so she doesn't miss anything.

We have 13 people with access to post to website. Only things that go through the EOC should be posting. No one will post until Jennifer and Christie approve, including web content and social media posts.

For the Go Live – Melissa is working with David Ostrander and once he has given the Go ahead it will go live. Also need OGC review. Jennifer has an OGC rep in EOC to run stuff past.

Social Media (R6 Guy): Congressional POCs and State/local officials are getting slammed on social media. As soon as we post, there is going to me a lot of chatter/horrible responses. We're getting horrible responses on main EPA FB page and R8. Jessica Orquina is assisting us with moderating FB page and will help others who need assistance. Jessica will let this group know when things go live. She's going through PIO on posts. Jessica does not plan to respond right now but she will post to main account and then we can repost. It's not like a hurricane that we can respond and tell people where to go for assistance. This is very different. These are much more aggressive and we have very high liability so we don't want to respond until we get more information. For now we're limited to pushing information out and not responding.

## 5. JIC coordination with HQ EOC

Should we send statements through Regions or through JIC? First they need to get operational and have a phone set-up. We're not there yet but it's the direction we need to go. We're trying to drive people to Press Call and if we get the JIC line and website up hopefully call volume will drop.

If all three Regions are swamped how can those on the ground possibly respond? For now, we'll stick with what we're doing and then figure out what we're doing next.

## 6. Update on Q and A and fact sheet

**Fact Sheet on historical context of the mine** – Kelly Zito and Bill Keener in R9 need assistance from R8 to build a factsheet on the history of mining in Colorado to provide context on the spill. This will give perspective on the issue, what we have been doing and explain the fact that many of these sites are the source of ongoing water impairments.

Paula: Thinking we need to centralize comms in Durango.

Daily RAC meeting, timing? Will need to be later in the evening. Roxanne: It's what you're capable of doing, when you're capable. 6:00 or 7:00 pm mountain time. Will keep really short and focus on what's outstanding, e.g., 15 minutes. What do we need to do heading into the next day, will be the focus?

Christie is meeting with Deb about data.

Christie: Just met with toxicologist and there's discussion about making interpretation about data through the 9<sup>th</sup> available today. There's a lot of data points but they're confident that water is returning to pre-incident conditions. Next will focus on sediment. This is white water so will move downstream to non-white water areas. There is pre-incident sampling of sediment and will look at comparing what's currently gathering with how things used to be pre-incident. EPA is not the one saying whether the river is safe to open. Each of the individual water quality councils will make the determinations regarding opening rivers but EPA is providing assistance on data issues. We need to make sure people understand river closures were the call of the water quality councils, not EPA.

Regions 6 and 8 are using same data templates so they're standardized.

Paula: Working with HQ on standardized templates on date presentation.

It's clear to say data analysis is consistent but QA may be a little different but getting sorted out.

There are both seasonal and cyclical changes to data. We should pull out data from slow-moving sites to give some context on background data. Rivers are historically high in metals so we need to make sure we establish context.

George: We need to be clear about what we mean when we say rivers are returning to pre-incident conditions what we mean. Audience is very broad and we need to be careful about saying things are returning to normal and be clear we mean certain/specific parts of the river.

Paula: are we working on infographics. Public has trouble interpreting the data and images would help.

In CO there are at least 10 sampling locations. We need to show where the plume is located and also share info on how/where we're sampling.

Jennifer: Couple of EOC questions: Are we making OSC site private and directing everyone to public site? Roxanne: Make private and direct people to EPA.gov\KGM First responders and others need a place to share info on a password protected site. David agrees and supports the move.

Rich and Kelly will follow-up with R8 and others on Navajo language related to private well-testing.

**General items for Tuesday:**

Establish procedures/approvals for daily talking points (complete by noon for daily briefing calls)

Establish procedures for incoming press calls/requests (discuss national appearances)

Identify lead for daily press release and establish deadlines/approvals/release time (I suggest 3pm at the start of each press call)

Revise daily media advisory with JIC as contact?

When they're ready

Establish daily wrap meeting in evening MT time with JIC to prepare for next day top lines.

7:00 pm MST